

an exclusive offer for new customers only
valid on installations april 1, 2011 – october 31, 2011



Sip into something™

how is this for refreshing: free equipment free products* free merchandising



iced tea is today's #1 growing beverage¹

here's what we're pouring on:

- Equipment free-on-loan, including service (One 2-head or 3-head unit/location)
- 90 days of free Pickwick® Iced Tea Concentrate (Max. 10 cases free)
- Free Pickwick branded merchandising available

fresh-brewed taste.
less labor.
zero waste.



Curtis TCC2 Dispenser

fill out and mail with proof of purchase qualifying products

Item #	Description	Quantity	Purchase Price	Total
39870	Pickwick Iced Tea Concentrate Unsweetened Black	___ x	\$___ =	\$___
39868	Pickwick Iced Tea Concentrate Sweetened Black	___ x	\$___ =	\$___
39863	Pickwick Iced Tea Concentrate Infusia® Blueberry Pomegranate	___ x	\$___ =	\$___
39865	Pickwick Iced Tea Concentrate Infusia Raspberry	___ x	\$___ =	\$___
(Max 10 cases per location)				\$___ = Total Rebate

¹ The NPD Group/CREST® Incremental Beverage Servings, YE 12/10

*Free product paid as a rebate.

send to: H1 FY12 Pickwick 90 Day Offer, PO Box 2048, Brownsdale, MN 55918

make check payable to:

Establishment: _____
 Name: _____ Title: _____
 Address: (No PO Boxes) _____
 City: _____ State: _____ Zip: _____
 Email: _____ Phone: _____
 Check here if you would like to receive e-mail offers from Sara Lee.
 Primary Distributor: _____
 City: _____ State: _____

Type of Operation: (check one)

Commercial Restaurants

- | | |
|--|---|
| <input type="checkbox"/> Traditional QSR/Fast Food | <input type="checkbox"/> Fine Dining |
| <input type="checkbox"/> Fast Casual/Quick Casual | <input type="checkbox"/> Bars & Taverns |
| <input type="checkbox"/> Midscale/Family Dining | <input type="checkbox"/> Traditional Bakeries |
| <input type="checkbox"/> Casual Dining | <input type="checkbox"/> Farm Stands |

Non-Commercial/Beyond Restaurants/Onsite Feeding

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Business & Industry | <input type="checkbox"/> Colleges & Universities | <input type="checkbox"/> Casinos/Gaming | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Hospitals | <input type="checkbox"/> Vending | <input type="checkbox"/> Corrections | <input type="checkbox"/> Airlines/Travel |
| <input type="checkbox"/> Traditional Nursing Homes | <input type="checkbox"/> Office Coffee Service (OCS) | <input type="checkbox"/> Supermarket Deli | <input type="checkbox"/> Cruise Lines |
| <input type="checkbox"/> Retirement Communities | <input type="checkbox"/> Military | <input type="checkbox"/> Mass Merchandisers | <input type="checkbox"/> Stadiums/Arenas |
| <input type="checkbox"/> Schools (K-12) | <input type="checkbox"/> Lodging | <input type="checkbox"/> Club Stores | |

TERMS & CONDITIONS

Eligible Customers: Offer valid on new customer equipment installation commitments between April 1, 2011 and September 30, 2011, with installations in place no later than October 31, 2011. Chain headquarters may submit for multiple locations and request one combined rebate check. However, reports submitted must show individual location addresses and purchase information. Rebate: Sara Lee will pay New Operators a rebate on their purchases of the Eligible Products in effect as of the purchase date. Sara Lee reserves (a) the right to adjust the rebate in the event that Sara Lee determines that purchases of Eligible Products exceed the reasonable requirements of the Operator's business during the 90-day period, (b) the right to determine which and how much Qualifying Equipment shall be installed, and (c) the right to decline to have Qualifying Equipment installed if Sara Lee believes that the Operator does not have the volume throughput to support Qualifying Equipment. Qualifying Equipment will be provided free-on-loan and with service included and distributors will be required to sign Sara Lee's standard form equipment loan/service agreement, a copy of which can be obtained from your Sara Lee sales representative. Qualifying Products shall be the Pickwick Iced Tea Concentrate products listed above. Maximum of ten free cases per location during 90-day period. No residual at end of promotion. Qualifying Equipment shall be Curtis TCC2: 2-head or 3-head Tea Concentrate dispenser. Should the program be successful and the location continues with an Iced Tea Concentrate program, Pickwick Iced Tea Concentrate will be the exclusive product in the provided Free On Loan equipment for one year. A New Operator is one that (a) does not have any Pickwick Iced Tea Concentrate equipment listed above, or (b) is qualified for an incremental placement of equipment above. Request for rebate must be postmarked by February 29, 2012. Please allow 6-8 weeks for rebate. Proof of Purchase: Copies of distributor invoice(s) showing Eligible Product purchases must be attached to this coupon. Distributor velocity reports will be accepted only if they include specific invoice numbers, dates and purchase prices. Information submitted shall be the property of Sara Lee. No facsimiles or reproductions of this coupon will be accepted. Misuse constitutes fraud. Void where prohibited, licensed, taxed or restricted by law. Sara Lee Foodservice's decisions with respect to the interpretation of these Terms and Conditions shall be final.

**FOR MORE INFORMATION, PLEASE CONTACT YOUR SARA LEE
BEVERAGE SALES REPRESENTATIVE OR CALL 1.800.682.SARA (7272)**